Radio/ WCSR: Correspondence, 1951-1952

3-4

80. Radio

WCSR
600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700—Extension 512

January 7, 1951

Mr. Sigurd S. Larmon + Ralph Allum
Young and Rubicam Roy S. Durstine Inc.
285 Madison Avenue 730 5th Ave.
New York, N.Y.

Dear Mr. Larmon;

I apologize in advance for bothering you, but maybe you won't mind passing this letter along to the right person, as I don't know whom to address.

Our Radio Station here at Smith, WCSR, although only two years old, is doing very well. We have many local accounts, who appear to be satisfied with results, but too few national advertisers. We are hoping that among your many clients there may be one or two who feel college groups are worth cultivation, and to whom we might sell time. After all, college students of today are the homemakers and business men and women of tomorrow. If their intellects(?) are worth education so, too, are their buying habits.

In any event, we have a good station with a loyal following. And if our audience is relatively small(about 2400) so, too, are our rates (see enclosed rate sheet).

Again, my apologies and many thanks in advance for anything you may be able to do for us.

Sincerely,

WDBS DARTMOUTH BROADCASTING SYSTEM
49 ROBINSON HALL · HANOVER · NEW HAMPSHIRE · TELEPHONE 30

January 21
1 9 5 1

Station Manager
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Companion in Kilowatts:

I find myself in the extremely embarassing position of not knowing your name, and no reasonably expedient way of discovering it. Hence the salutation, and with it, my apology for this oversight.

If you may recall, last year a group from WDBS journeyed to Northampton to present a night of broadcasting over WCSR. Another year has brought the suggestion that turnabout is fair play, hence this letter is in essence an invitation to any of your staff that would be interested in participating in an evening of brpadcasting here at WDBS.

I realize that exams are in the offing, with Carnival following close on its heels. However, anytime during the latter part of February or early March would seem a logical time for such an exchange of talent.

Last year Friday night was chosen, to gain a maximum audience and interest, and it seemed a fair selection. I hasten to add that any girl's inclined to make it a weekend would be certainly well taken care of by our staff, as to dates, lodging, and so forth. I am sure, also, that adaquate transportation from Northampton and back could be arranged.

Please let me know just how you and your staff feels about this, and we of WDBS look foreward to seeing many of your WCSR'ers in the near future.

Yours very truly,

John A. Gambling
Station Manager

COPY COPY COPY

Thomas F. Clark Co.
205-217 E 42 St.
New York 17, N.Y.
January 25, 1951

Mr. David W. Borst
I.B.S.
706 Sanders Ave.
Schenectady, N.Y.

Dear Mr. Borst:

As I promised here is a brief outline of our Company's history and a biographical sketch of the writer's background in advertising.

The Thomas F. Clark Company was founded in 1922 by Thomas F. Clark, Sr. Mr. Clark was a former newspaper editor, publicist, and advertising agency executive during his career. He achieved considerable success in building the business and through the years we have billed and collected for millions of dollars of national representation. I mentioned this as an indication of our financial responsibility. In this regard I might also refer you to the Chase National Bank, Grand Central Branch, New York City.

The writer started with the Thomas F. Clark Comapny in 1926 and for a period of 17 years remained with the company. In April of 1943 I joined the Chicago network sales staff of the American Broadcasting Co., then known as the Blue Network. During a period of slightly more than 5 years with ABC I handled a number of their larger accounts such as the Ford Sunday Evening Hour, Swift & Company which sponsored "The Breakfast Club" and Kellogg & Company which sponsored the late Tom Brennemann's "Breakfast in Hollywood". In addition I had such other accounts as Schutter Candy Company, Dr. Pepper, Derby Foods, etc.

In July of 1948 I resigned from ABC to join POPULAR SCIENCE MONTHLY's staff as Western Advertising Manager. I remained there until the spring of 1950. My father's health was in rapid decline at that time and I rejoined the Thomas F. Clark Company as President, anxious to take direction of my own Company.

The radio end of our business was established early in 1946 and at the present we represent approximately 20 stations. We have in mind plans for expansion and operation on a larger scale.

Offices are maintained not only in New York but also in Chicago with Mr. Paul Elsberry in charge, and in Detroit with Mr. Paul Pequinor in charge, both experienced advertising men.

Having sold network radio I know what is required in selling the Intercollegiate Broadcasting Sysytem. Selling a package of this type demands that the story be properly told to the advertiser directly--not alone to the time buyer and agency executive.

With best wishes,

Yours very sincerely,
Thomas F. Clark, Jr.

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https://archive.org/details/wcsrcorresponden00unse_2

wybc 640 ON YOUR DIAL
YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

February 5, 1951

Miss Marilyn Moss
Radio Station WCSR
10½ Prospect Street
Northampton, Mass.

Dear Marilyn,

Communications since your letter of the fifth of December between our two stations seem to have been non-existant. As a new Entertainment Director and general organizer, namely myself, has taken office, I should like to start negotiations for a night's broadcasting at Smith entirely anew. We have discussed different dates down here and have come to the conclusion that the sixteenth of this month, a Friday night would be the most convenient for us in the near future. Is this acceptable to you? Naturally we are all very anxious to come up and repeat last year' gala festivities. Please let us know as soon as possible so that we can arrange broadcasting schedules etc.

Incidentally, Phil Colcord, now Chairman, and myself, who so handily defeated you is a quiz contest down here last spring are very anxious to recreate our success. If you would like to supply questions and a questioner, please let us know. Otherwise, it will be possible for us to dig up an intellectual interragator from our ranks.

I hope that the above date will meet with your approval, and I am looking forward to coming to Smith again.

Sincerely,

Charlie

Charles B. Milliken

435 Wyckoff Avenue

Ithaca, New York

February 5, 1951

Station Manager

Smith College Radio Station

Northampton, Massachusetts

Dear Station Manager:

I am interested in furthering women's productions at WVBR, our Cornell radio station, and believe we could be mutually benefited by an interchange of ideas between your station and the women's division of WVBR.

We are interested in producing programs of particular interest to women which might include fashion tips and news, vocational opportunities for women, interviews with successful career women, homemaking ideas, etc. Do you have any programs on this order at Smith? I would appreciate any ideas or help you could give me, and would be very happy to answer any questions you have about WVBR.

Thank you very much.

Very truly yours,

Lynn Rosenthal

wybc 640 ON YOUR DIAL
YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

February 12, 1951

Miss Marilyn Moss
Radio Station WCSR
10½ Prospect Street
Northampton, Mass.

Dear Marilyn,

Thanks for your prompt reply to my letter. We shall arrive as scheduled on Friday, and I think it would be best to begin broadcasting at seven o'clock rather than five. Dave Robinson, our Program Director, is drawing up a schedule which he will send to youunder separate cover as soon as possible. We will be more than glad to have the other stations on your network take the shows, so please don't upset your schedule.

As for the quiz show, Phil Colcord and I are at this moment pouring over an encyclopedia, and anticipate no trouble at all. I assume that Ricky Wolff will be perfectly fair in making up the questions. It will be a pleasure for us to demonstrate our great knowledge.

I'm not sure what the story will be on rooms and dates, but I think that each person can worry about that for himself. Many of us will have to return to New Haven that night anyway. We, too, are looking forward to the visit, and I hope that we can make it successful,

Sincerely Yours
charlie
Charles B. Milliken

wybc 640 ON YOUR DIAL
YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

Miss Marilyn Moss
Radio Station WCSR
10½ Prospect Street
Northampton, Mass.

February 17, 1951

Dear Marilyn,
This is just a note to expess the appreciation of myself and the whole station for last night at Smith. I don't know how good the actual broadcasting was, I doubt its excellence somehow, but a good time was had by all, and that is the most important thing. Everybody had a grand time except Candied-Yam Jackson, who didn't know that his show was being used anf wasn't too happy about the whole thing. I am sorry that we couldn't win the quiz; my share of the winnings in cigarettes is almost exhausted already.

About a weekend or an evening for Smith down here: I don't know when the best time would be, but I will check with the members, and try to set up a date. We are all looking forward to such an occasion, if you would like to grace our station again. I will let you know as soon as possible.

Once again, let me thank you for a wonderful evening, we all feel that you really put yourselves out to give us a good time, and that you succeeded admirably. Looking forward to seeing you soon, I remain,

Sincerely Yours,

Charlie

Charles B. Milliken
For the Yale Broadcasting Company

Thomas J. Valentino, inc.
ESTABLISHED 1932
SPECIAL RECORDINGS • ELECTRICAL TRANSCRIPTIONS
MAJOR RECORDS
150 WEST 46TH ST. • NEW YORK 19, N. Y. • CIRCLE 6-4675

February 27, 1951

Radio Station WCSR
The Smith College Radio Station
10½ Prospect Street
Northampton, Massachusetts

Att: Mary Elizabeth Fitz Randolph
Advertising Manager

Dear Miss Randolph:

Thank you for your letter of February 11th. Though we regret that we cannot assist you in your advertising campaign, we thought that you might be interested in our MAJOR Sound Effects, Bosworth & Harmonic mood music catalogues.

These records are all 10" double-face, 78 R.P.M. MAJOR records sell for $2.00 individually, but on quantities of ten or more records, we will allow certain discounts.

We have a special introductory offer for educational institutions. If you purchase our entire library of MAJOR Sound Effects records, we will grant you a 50% discount. We believe that colleges, universities, and schools throughout the country will be enriched by our Sound Effects Library, and therefore, we are most happy to offer them this unusual discount. Many schools have taken advantage of this offer.

The Bosworth mood music records sell for $1.85 each. On minimum orders of 40 records, we will allow a 20% discount.

If we can be of further service to you, please let usknow.

Sincerely yours,

THOMAS J. VALENTINO INC.

Stuart B. Grayson

SBG

Stuart B. Grayson

WCSR
600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700 — Extension 512

March 5, 1951

Mr. Larry M. Strauss
Strauss and Frisk, Inc.
580 Fifth Avenue
New York 19, New York

Dear Mr. Strauss:

I believe that my uncle, Theodore Fitz Randolph, wrote you about our station here at Smith , WCSR. At his suggestion, I am writing you in the hope that you may be able to help us

Our Radio Station , although only two years old, is doing very well. We have many local accounts, who appear to be satisfied with results, but too few national advertisers. WCSR is run completely by students, and combines the best features of a commercial station, plus programs of special campus interest. We give the girls the kind of programs they want to hear, from eight to nine every weekday morning, and seven to eleven in the evenings, every afternoon from two to six, and a special Sunday morning broadcast from nine to one.

Some of our better shows which could be sponsored are: "Easy Listening", music styled to study or read by, Monday through Friday from five to six; "Inside Smith", a program of campus news and reviews, Mondays and Wednesdays from seven-fifteen to seven-thirty; and "Campus Quizz", Wednesdays from eight-thirty to nine--a clever quizz show with contestants from every part of the campus, and outside quests from neighboring colleges. These are just a few of the popular shows which WCSR has to offer. Of course, spot announcements can be scheduled at any station break.

In any event, we have a good station with a loyal following. And if our audience is small (about 2400), so, too are our rates (see enclosed rate sheet).

My thanks for your attention, and for anything you may be able to do for us, and my apologies for bothering you.

Sincerely yours;
Mary Elizabeth Fitz Randolph

Mary Elizabeth Fitz Randolph
Advertising Manager, WCSR
Martha Wilson House
Smith College
Northampton, Mass.

WDBS DARTMOUTH BROADCASTING SYSTEM
49 ROBINSON HALL · HANOVER · NEW HAMPSHIRE · TELEPHONE 30

April 16, 1951

Dear Paula,

Your note did not catch up with me in the Swiss Alps, but did in St. Pete, Florida; therefore, please excuse the delay in answering.

Our broadcasting hours are from six to one. I gave Selma a complete schedule of all newscasts and on that sheet noted the shows that had sponsors and were to be more or less given as to our format. I think if you'll check with her she has that information.

Our chief engineer gave EdieClark a diagram of our board plus a picture, so she and her crew(which will indeed operate our console) should be fairly well squared away.

I made a reservation this morning for twenty or so at the Green Lantern Inn at the cost of $2 a head- that's with bath too and you'll all be in the same place. please note for blue cards

We have a new tape machine (Ampex) that will take speeds of 7.5 and 15, either 10½" or 7" reels. As I recall you have one of those darn Revere machines that only has 3 3/4 speed. If such is the case, bring it along and we'll patch it into the circuits with ease.

When you gals get in, come to Robinson Hall and seek me out so I can get you all settled. The offices are downstairs and the news, production, studios on the third floor.

Will be seen' you.

Bill

Bill Terry
Station Manager

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BUSINESS OFFICE
1 NEW SOUTH STREET
NORTHAMPTON, MASS.

WILBUR W. DUNN
MANAGER

TELEPHONE
NORTHAMPTON 9900

April 24, 1951

Miss Selma J. Pierson
President P. B. S.
Clark House
Smith College
Northampton, Mass.

Dear Miss Pierson:

This will confirm our conversation of this morning regarding the bill owed to us by your organization for rental of telephone circuits.

As you are aware the bill amounted on March 31, 1951 to $591.81, which includes charges for all services rendered so far this year, as well as $154.28 which is unpaid for services rendered in 1950.

Ordinarily under such circumstances we would refuse further service until the charges were paid. However, because of your expectations of being able to clear all charges by June 1, 1951, we are willing to extend credit until then under the following condition: receipt by us on or before May 1, 1951 a letter signed by the proper official from each of the three college radio stations in your system agreeing to pay promptly their proportionate shares of any charges the Pioneer Broadcasting System has not paid by June 1, 1951.

I have enjoyed meeting you and Miss Clark and I sincerely hope you will be able to bring your year's business to a successful close.

Very truly yours,

W W Dunn

Manager

ALBERT D. KING
INDUSTRIAL ELECTRONICS
Telephone 1089
142 MAIN STREET
NORTHAMPTON, MASS.

May 9, 1951

Miss Edith Clark
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Clark:

Since your academic year is coming to a close, I believe we should clarify the account for WCSR.

As you will recall, you verbally authorized us to carry on the monthly service and parts, other than needles, at $300 for the school year 1950 - 1951, to be paid in 10-month installments of $30 each. In addition, in October you authorized the construction of an equalizing line amplifier for $250. Payment on this item was to be made on an installment basis of $50 per month.

As the accounts now stand, there is a total outstanding bill against the radio station of $381. As of January 1, this account showed $280, of which $250 was for the line amplifier and $30 for the monthly service. Since January 1, there has been only one payment made, that of $35 on March 21. In other words, none of the monthly billings of this year have been paid; nor have there been any payments on the line amplifier.

Will you please within the next ten days write us concerning future payments on this account. We feel that this entire account should be cleared up before the school year closes.

Very truly yours,

Albert D. King

Albert D. King

Bobbie,

I wrote Mr. King saying I was very sorry + that I had referred it to you; that you had promised to get it paid by graduation (first on your list) + I would keep reminding you

ECC

ADK:rm

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N.Y.

May 10, 1951

Miss Selma Joy Pierson
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Pierson:

I acknowledge with appreciation your BMI license agreement for WCSR and send you herewith an executed copy for your files.

Sincerely,

Carl Haverlin

Carl Haverlin

Enclosure

Send to: Mr Coy
Gen. David Sarnoff
c/o NBC
30 Rockefeller Plaza

Mr. Wayne Coy
Federal Communications Commission
New Post Office Building
Washington 25, D.C.

Dear Mr. Coy:

We would like to acquaint you with ~~Probably you have never heard of~~ WCSR ~~or~~ of the Pioneer Broadcasting System to which it belongs, ~~but I would like to~~ tell you about ~~[illegible]~~ an idea to further campus radio, which we think is a very important aspect of ~~campus~~ college life, especially in these times.

WCSR is part of a network composed of three other college radio stations, WAMF of Amherst College, WMUA of the University of Massachusetts, and WAIC of the American International College, ~~and affiliated with WSPL of Springfield, Massachusetts.~~ It is the hope of these stations that even with our limited facilities we can operate as professionally as possible and can make college radio an integral and important part of campus activities. Not only does this promote cooperation and stimulate joint collaboration among the member colleges, it also provides an outlet for various talent on campus and gives the students an opportunity to try their hand at a field in which they may later find their profession.

In past years WCSR has exchanged broadcasts with other college stations not in our network, and this acquaintance with other stations has shown us the great diversity that exists among the various organizations. Having ourselves garnered many little tips from these interchanges, it occurred to us that all of us might benefit from a joint conference of college stations, and with this intention we have invited all of the ~~relatively near-by college~~ eastern colleges stations to send delegates here to Smith College for a conference of this sort to be held March 16-17-18. ? There will take place at this time a series of discussions on various phases of radio, ~~as well as opportunities for social enjoyment.~~

~~It would be very valuable to us if you would speak at our banquet Saturday night, mar 17, possibly on the subject "The Place and Problems of Radio on the Campus," and perhaps guide one of the discussion groups Saturday. All of us are aware of the great tasks performed by the FCC, and many of us are considering the possibility of going into some aspect of radio itself or of working with the FCC. We feel that it is a time for a re-evaluation of radio and its effects on us, and we would appreciate very much your talking to us in this respect.~~

Sincerely,

Janet C. Schuck
Program Chairman

The FCC is of utmost importance to the progressive existence of radio on the campuses.

Therefore, we wd [illegible] E. S. banquet Sat. 2, Mar 17, possibly [illegible] "Campus Radio, Present + Future." [illegible] great [illegible]

David Sarnoff

NBC [illegible] radio, [illegible]
possibly [illegible] "The Place of Radio in Ed."

Margaret Cuthbert NBC 30 Rock. Plaza
same as Sarnoff's

Robert Hudson CBS 485 Madison NY
same as Sarnoff except CBS

Wm Paley CBS 485 —

CBS Campus Radio: its relation to commercial radio

Howard Hausman CBS

— extend [illegible]
Campus training for professional Radio.

Mitch Miller Columbia Recordings look up addresses at Valley Hall
Sign MOM
Exec Sec

change all "we's" to "I"

put Personal on outside
Sign MOM
Exec Sec
(Former Production Asst. "Songs for Sale"
— [illegible] Music & the Radio Station

John Crosby NY Herald Trib.
[illegible] listeners

same as Sarnoff

~~"Campus Radio: Its Relation to Future of Radio"~~

Intelligent radio criterion [illegible] future [illegible]

"topic of your choice"

WVBR CORNELL RADIO GUILD INC. ITHACA, N. Y.
Willard Straight Hall
Telephone 4-0671
Ext. 2626

Miss Patricia Butler
Station Manager, WCSR
Smith College
Northampton, Massachusetts

Dear Miss Butler:

Your letter regarding a WVBR broadcast from Smith College was received here with great enthusiasm. Our staff, which was greatly interested in the proposal, has suggested either November 11th or November 18th as tentative dates for the broadcast. I shall await further word from you as to which date is the more convenient.

I would also like to have a copy of your program schedule. The staff is interested in the type of programs you present, so that they may, if possible, provide something a little different.

Sincerely,

G. Philips Hanna

G. Philips Hanna,
Station Manager
WVBR, Cornell

GPH:jls

HOLLYWOOD
CHICAGO
NEW YORK

Standard Radio

Transcription Services, Inc.

360 NORTH MICHIGAN AVENUE · CHICAGO 1

October 8, 1951

Miss Rose-Joan Grotta
Executive Secretary
Station W C S R
The Smith College Radio Station
Northampton, Mass.

Dear Miss Grotta:

Thank you for your very nice letter of October 3. I hope the Standard Program Library will continue to prove as helpful and valuable to you as it has the past year.

You probably are aware of the fact we have a commercial station subscriber in Northampton, W H M P. Before the close of last year, they registered a complaint with us over the duplicate use of our service in your market, stating that they were placed at a disadvantage in that you were able to offer the local merchants programs at a cheaper price than they were. We have not heard from the station recently regarding the matter and it may be that their feelings have changed. In any event, I think it would be wise for you to soft pedal the use of the library insofar as your commercial programs are concerned. In case Station W H M P should make future complaints to us they would be within their rights to demand a withdrawal of our service on WCSR. I sincerely hope that such a situation will not become necessary.

Again, may I wish every success to WCSR this season.

Cordially,

Milton M. Blink
STANDARD RADIO
Transcription Services, Inc

MMB/r

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
DEPARTMENT OF ECONOMICS

Williamsburg, Massachusetts
October 22, 1951

Miss Rose-Joan Grotta,
Executive Secretary,
WCSR--The Voice of Smith College,
Smith College,
Northampton, Mass.

My dear Miss Grotta:

You may count on the Economics Department for its cooperation in any matter of a program on WCSR. All of us are pretty busy and I rather suspect that you will not find us taking the initiative is asking for time, but if you do have a program on which you think we could be used, let me know.

Very sincerely,

Stanley C. Ross

Stanley C. Ross

SCR:EAN

YALE BROADCASTING COMPANY, INC.
242-A YALE STATION, NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

CHARLES B. MILLIKEN
VICE CHAIRMAN

January 14, 1952.

Miss Rose-Joan Grotta
WCSR
10½ Prospect Street
Northampton, Mass.

Dear Miss Grotta:

I am sorry that you have not heard from us before. If we received the letter at all, it never got as far as me. I expect that it was lost somewhere between the post-office and me, for which I apologize.

I have asked several people about making the trip to WCSR, and there has been much enthusiasm. Unfortunately, this is the time of year when we are changing executive boards, so I cannot give you any definite date, but I believe that either of the ones you suggested, particularly the 15th of February would be very satisfactory. I will have my successor, Douglas McKelvy, write you about this as soon as possible.

In the meantime, any suggestions that you have for programming would be very welcome so that we can begin preparations.

Thank you very much for the invitation; we are all looking forward to coming up in February.

Very sincerely yours,

Charles B. Milliken

Charles B. Milliken

WYBC 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

February 1, 1952

Miss Rose-Joan Grotta
Radio Station WCSR
10½ Prospect Street
Northampton, Mass.

Dear Rose-Joan:

I think I should first explain why I am writing to you concerning our future trip to Smith instead of Charlie Milliken; the latter has finished his tenure of office, and a new executive board has taken over at WYBC. However, we are just as eager, if not more so, to broadcast over WCSR. The date of programming has been set, with your approval, for Friday, February 15th, and a well-rounded series of shows is being planned.

Our new Program Director, Karl Honeystein, would like to know exactly how long you want us to broadcast, so that he can make out a final log. We can be set to begin our shows any time after seven o'clock. As soon as we receive this information, Karl will send you a complete schedule, for your records.

Thank you for your letter of January 14th. I am sorry that I have been so long in replying, but Yale has just gone through the horrors of examinations, which kept everyone very busy.

Looking forward to seeing you.

Very truly yours,

Douglas McKelvy

Douglas McKelvy
Vice-Chairman

KETTELL-CARTER
Radio Representatives

LIBERTY 2-5799

ELMER KETTELL
MARJORIE CARTER

JOHN HANCOCK BUILDING
BOSTON 16, MASSACHUSETTS

March 6, 1952

Mrs. Elizabeth Parsons
Bennett, Walther & Menadier Inc
69 Newbury Street
Boston 16, Massachusetts

Dear Betty:

Thanks very much for your inquiry on Station WEIM, Fitchburg which I understand Soapine is considering as a test market for a new product.

Station WEIM is a 1,000 watt station serving Northern Worcester County with a slop-over coverage into southern New Hampshire; into Middlesex and Franklin in Massachusetts. The three principal cities in the Fitchburg trading area are, in addition to Fitchburg, Leominster and Gardner.

Station WEIM is managed by Lew Sargent formerly of WEEI and WHAV in Haverhill.

He programs that station to the local interest of the people. That is well illustrated by these two services. One, WEIM broadcasts the City Council which adds to the interest of people. Two, local News is accented in their News broadcasts and along that line, they have a gimmick up their which works wonders in creating interest. They have an arrangement with the Fire Department, the local Police of the various cities, and the State Police whereby any News of particular importance (a big fire, airplane accident, a terrific motor accident etc) is reported to the station. This is taken down on a tape recorder over the telephone and immediately broadcast to the people. They have had tremendous success with this type of spot reporting.

Basic information on the station is attached. There are Saturation Announcement Plans available. For rates on the station other than Saturation Announcement Plans, please look in Standard Rate & Data. Announcements in the daytime are $7.00; the night $10.00.

We hope we may serve you on this test campaign. You may be sure Lew Sargent and his crew will extend every co-operation to make this campaign successful.

Cordially,

Elmer

Elmer Kettell

HERE ARE FIVE REASONS-WHY

STATION WEIM, FITCHBURG, MASS. IS YOUR BEST BUY

1. WEIM HAS THE RIGHT KIND OF COVERAGE

With 1,000 watts, not only does WEIM cover a good segment of Worcester County, but affords excellent coverage in southern New Hampshire, Franklin and Middlesex Counties. WEIM embraces some 350,000 people in its coverage area.

2. WEIM HAS THE RIGHT KIND OF LISTENING

Co-incidental surveys show that WEIM dominates the listening in northern Worcester County. A Crossley Survey (April, 1950) Shows this Share of Audience Picture:

	Mornings	Afternoons	Evenings
WEIM	39.8	42.6	40.5
Station B (CBS)	29.7	17.4	29.8
Station C (NBC)	15.3	18.6	14.0
Station D (Ind.)	5.9	14.4	-

3. WEIM IS FIRST IN RETAIL ADVERTISING

WEIM carries more advertising from more Fitchburg retailers than any other Fitchburg radio station.

4. WEIM OFFERS A RESPONSIVE AUDIENCE

The attchedaaudience mail study demonstrates this.

5. WEIM IS LOW COST.

Daytime announcements are only $7.00 gross with Saturation Announcement Plans available whereby you can buy 12 announcements weekly for only $72.00

RADIO STATION WEIM, FITCHBURG, MASS
1,000 watts
MUTUAL-YANKEE
Serving 350,000 People

Represented by:
KETTELL-CARTER
John Hancock Bldg
Boston, Mass.
LI 2-5799

8-51

"HERE ARE FIVE REASONS WHY"

STATION WEIM, FITCHBURG, MASS. IS YOUR BEST BUY

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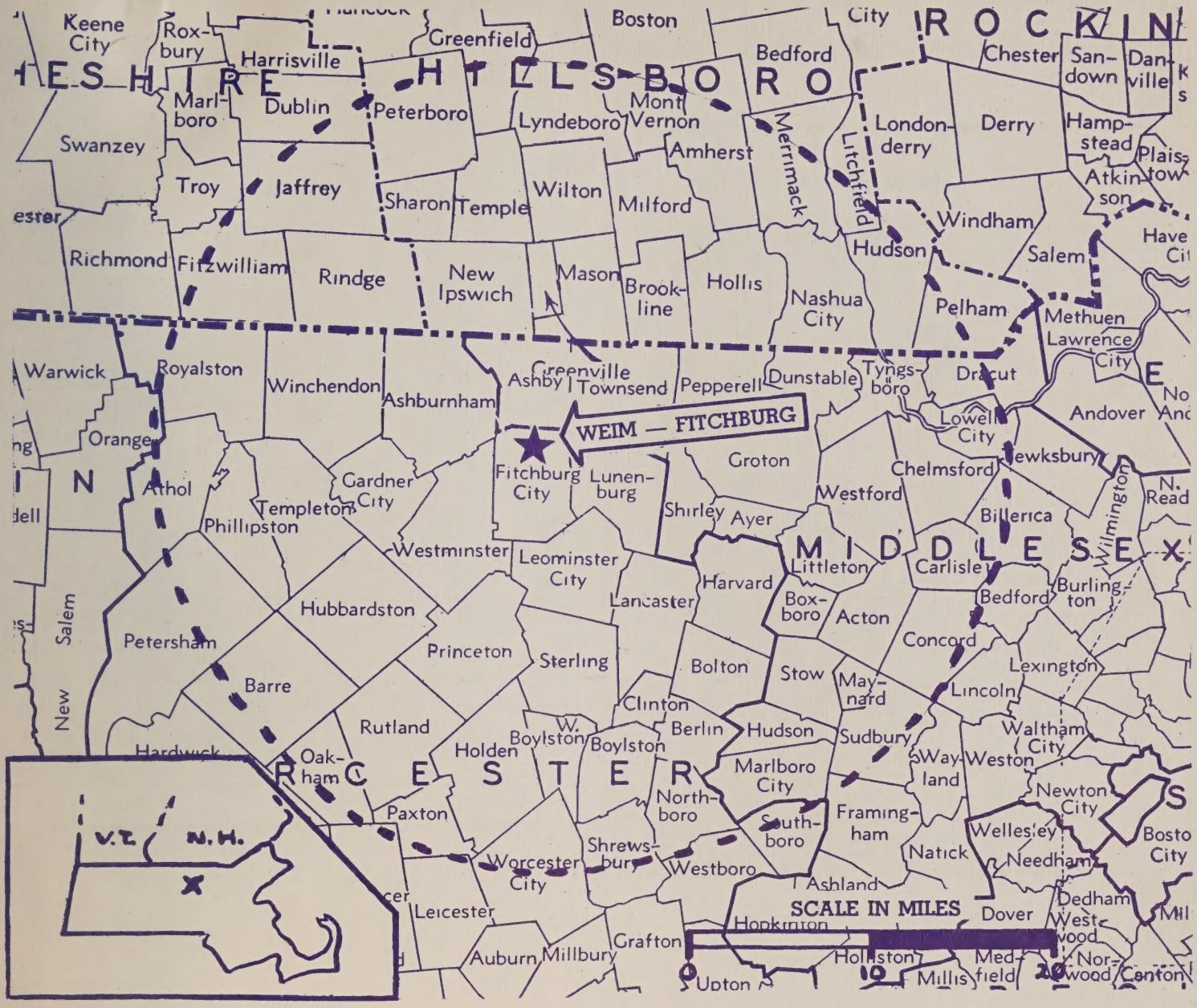
The attached audience mail study demonstrates this.

5. WEIM IS LOW COST.

Daytime announcements are only $2.00 gross with Saturation Announcement Plans available whereby you can buy 16 announcements weekly for only $72.00

RADIO STATION WEIM, FITCHBURG, MASS
1,000 watts
MUTUAL-YANKEE
Serving 350,000 People

Represented by
NETTEL-CARTER
John Hancock Bldg
Boston, Mass.
LI 2-5755



MARKET DATA

0.5 mv/m Measured December 1950 by New England Radio Consultants, Inc., Hartford, Conn.

Population		430,560
Radio Families	Mass. 103,780	
Radio Families	N. H. 6,000	
		109,780
Retail Sales		174,341
Food Sales		57,770
Drug Sales		5,755
Eat and Drink Sales		16,190

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

Pub. 1/50

WEIM

FITCHBURG
MASSACHUSETTS

1000 W. FULLTIME 1280 KC.

Mutual Broadcasting System — Yankee Network

"The Voice of Central Massachusetts"

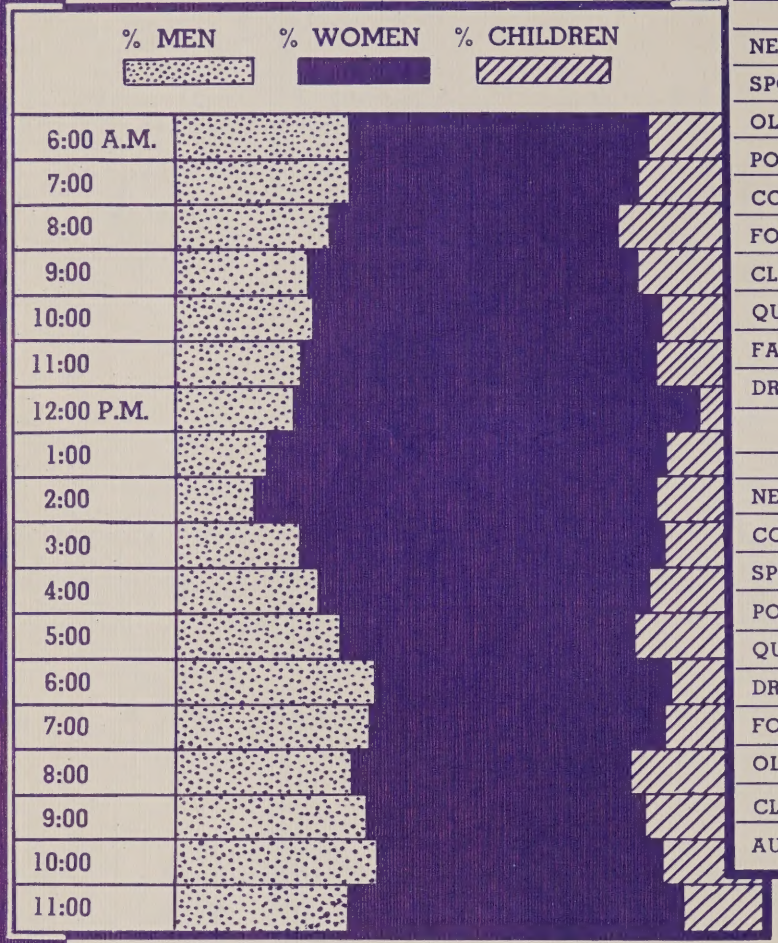
REPRESENTED BY

THE WALKER COMPANY

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK

KETTEL-CARTER IN BOSTON

WHEN TO REACH THEM



WHAT PROGRAM PREFERRED

DAYTIME

MEN		WOMEN
NEWS	1	NEWS
SPORTS	2	SERIAL STORIES
OLD FAMILIAR MUSIC	3	OLD FAMILIAR MUSIC
POPULAR MUSIC	4	HOME MAKING
COMEDY & VARIETY	5	POPULAR MUSIC
FORUMS, TALKS	6	QUIZ PROGRAMS
CLASSICAL MUSIC	7	SPORTS
QUIZ PROGRAMS	8	COMEDY & VARIETY
FARM PROGRAMS	9	AUDIENCE PARTICIPATION
DRAMATIC PLAYS	10	RELIGIOUS

EVENING

MEN		WOMEN
NEWS	1	NEWS
COMEDY & VARIETY	2	COMEDY & VARIETY
SPORTS	3	DRAMATIC PLAYS
POPULAR MUSIC	4	QUIZ PROGRAMS
QUIZ PROGRAMS	5	POPULAR MUSIC
DRAMATIC PLAYS	6	OLD FAMILIAR MUSIC
FORUMS, TALKS	7	SPORTS
OLD FAMILIAR MUSIC	8	AUDIENCE PARTICIPATION
CLASSICAL MUSIC	9	RELIGIOUS
AUDIENCE PARTICIPATION	10	FORUMS, TALKS

PROGRAMS

YOUR PLAN

Copyright Jan. 1951
Henry G. Molina, Jr.

A KETTELL-CARTER AUDIENCE MAIL STUDY

STATION: WEIM, FITCHBURG, MASS.
1,000 watts - full time
1280 on the dial
Serving 138,400 Radio Families
Basic Station: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS

OFFER: No offer. Just regular audience mail received by Station WEIM during the the four months of 1951: February thru May.

RESULTS: Station WEIM received a total of 4,721 peices of audience mail during that period. They came principally from these 37 cities and towns of Massachusetts and New Hampshire:

Amherst, N H
Ashburnham
Ashby
Ayer
Clinton
E. Jaffrey, N H
E. Templeton
Fitchburg
Fort Devens
Gardner
Greenville, N H
Groton
Leominster
Lunenburg
Lancaster
Maynard
Marlboro
Nashua, N H
New Ipswich, N H
N. Princeton
Oakham
Paxton
Princeton
Rutland
Sterling
S. Ashburnham
Shirley Center
Shirley
Townsend
Townsend Harbor
Whalon
Worcester
Westminster
Winchenden
Winchenden Springs
W. Groton
W. Townsend

Represented by
KETTELL-CARTER
John Hancock Bldg.
Boston 16, Mass.

A KETTELL-CARTER A DIENCE MAIL STUDY

STATION: WEIM, FITCHBURG, MASS.
2,000 watts - full time
1290 on the dial.
Serving 138,400 Radio Families
Basic Station: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS

OFFER: No offer. Just regular audience mail received by Station WEIM during the the four months of 1931: February thru May.

RESULTS: Station WEIM received a total of 4,721 pieces of audience mail during that period. They came principally from these 37 cities and towns of Massachusetts and New Hampshire:

Amherst, N H	New Ipswich, N H
Ashburnham	N. Princeton
Ashby	Oakham
Ayer	Paxton
Clinton	Princeton
E. Jaffrey, N H	Rutland
E. Templeton	Sterling
Fitchburg	S. Ashburnham
Fort Devens	Shirley Center
Gardner	Shirley
Greenville, N H	Townsend
Groton	Townsend Harbor
Leominster	Ware
Lunenburg	Worcester
Lancaster	Westminster
Maynard	Winchendon
Marlboro	Winchendon Springs
Nashua, N H	W. Groton
	W. Townsend

A KETTELL-CARTER SALES RESULT REPORT

STUDY NUMBER 1 BASED UPON 1950, 1951 RESULT LETTERS

STATION: RADIO STATION WEIM, FITCHBURG, LEOMINSTER, MASS.
1,000 watts - full time
MUTUAL NETWORK
Serving 138,400 Radio Families
Basic Station: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS

- Paul Marceau (Partner, Photo Sales Service) writes:

"We can truthfully say that results from our advertising on WEIM (sponsorship of BOX 13) are very good"

- Chester Pliska (Manager, Washington Jewelry Company) writes:

"It is fitting for me to express my sincere appreciation for the fine job that WEIM has done for us during the past 5 years. We have seen our sales and store traffic increase during this period . . . in addition to this we have built up in Fitchburg and the surrounding towns a great deal of good will for the future"

- F J Foley (Motor Parts Service, Inc) writes:

"As sponsors of the basketball games (Holy Cross), we want to express our appreciation for the splendid results attained by our venture ... as illustrated by the enthusiastic reception and appreciation which came to us as a result of these broadcasts"

- Fotis L Bregou (Natur Wave Enterprises) writes:

"It gives me great pleasure to tell you how pleased we are with the magnificent job that Dottie McKittrick (For You, Ladies) has been doing for Natur Wave in Fitchburg."

- George Krumscheid (Prop. Fitchburg Music Store) writes:

"Our daily participation in HOLIDAY HOUSE was directly responsible for effecting the sale of six of our more expensive models (pianos) during the two weeks immediately preceeding Easter. In our opinion these announcements also served to stimulate sales in other departments such as television, radio, records and gifts."

- J K Baily (Managing Partner, Bachelder-Baily Co) writes:

"I am writing to tell you that we are well pleased with our radio program (Sports Round-Up at 7:45 AM). The listener and customer reaction, among both men and women is good. We have tested the program on specific items and know it is doing a good job for us. Through this (Sports Round-UP) we effectively move higher priced stock beyond our expectations."

Represented by: KETTELL-CARTER, John Hancock Bldg, Boston 16, Mass.

RADIO STATION WEIM, FITCHBURG, MASS.

FLOATING ANNOUNCEMENT PACKAGES

Being one-minute announcements scheduled on a floating basis, within specified time segments in Class B time. Runs on a six-day-a-week basis.

COST:			REBATES	12 per week	18 per week	24 per week
1- 6	consecutive	weks	-	$72.00	$104.00	$132.00
7-12	"	"	5%	68.40	98.80	125.40
13-25	"	"	10%	64.80	93.60	118.80
26-38	"	"	15%	61.20	88.40	112.20
39-51	"	"	20%	57.60	83.20	105.60
52	"	"	25%	54.00	78.00	99.00

RADIO STATION WEIM, FITCHBURG, MASS.
1,000 watts - full time
1340 on the dial
Mutual-Yankee Network
350,000 Population Coverage

Represented by:
KETTELL-CARTER
John Hancock Bldg.
Boston, Mass.
LI 2-5799
1-51

BASIC STATION: NORTH EASTERN BROADCASTING SYSTEM
BAY STATE GROUP OF MASSACHUSETTS RADIO STATIONS

WREB • HOLYOKE
MASSACHUSETTS

POWER.....500 Watts
WAVE.....930 Kilocycles
TIME.....Eastern Standard Time
AFFILIATION.....Independent
OFFICE & STUDIO.....323 High Street, Holyoke, Mass.
TELEPHONE.....Holyoke 2-3296
PERSONNEL.....General Manager: W. Wallace Robinson
Program Director: Francis J. Hamel
REPRESENTATIVE.....Lionel Colton

Established 1950

Owned and Operated by Valley Broadcasting Corp.

Operating Schedule:
Weekdays: 6.00 a.m. to Local Sunset
Sundays: 7.30 a.m. to Local Sunset

GENERAL ADVERTISING: Rate Card No. 4, in effect August 1, 1951

	1 ti.	13 ti.	26 ti.	52 ti.	156 ti.	312 ti.
1 hr.	50.00	47.50	45.00	42.50	40.00	35.00
30 min.	27.00	26.00	25.00	24.00	23.00	22.00
15 min.	20.00	19.00	18.00	17.00	16.00	15.00
10 min.	15.00	14.00	13.00	10.00	9.50	8.75
5 min.	10.00	9.75	9.50	9.25	9.00	8.00
Spot Announcements	8.00	7.60	7.20	6.80	6.40	6.00

GENERAL ADVERTISING: National Rate Card No. 4 in effect

Time	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Time
5.55		Sign On.	Sign On.	Sign On.	Sign On.	Sign On.	Sign On.	5.55
6.00		News.....LS	News.....LS	News.....LS	News.....LS	News.....LS	News.....LS	6.00
6.05		Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	6.05
6.30		Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	6.30
6.35		Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	6.35
7.30	Hymns.....LS	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	" "	7.30
7.45	Sacred Heart Program....PS	" "	" "	" "	" "	" "	" "	7.32
8.00	They Lived The Word....PS	" "	" "	" "	" "	" "	" "	8.00
8.15	" "	" "	" "	" "	" "	" "	" "	8.15
8.30	Greek Church.....LS	" "	" "	" "	" "	" "	" "	8.30
8.45	Ted Dale.....PP	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	" "	8.45
9.00	Hellenic Echoes.....PP	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	9.00
9.15	" "	Ruth Mason.....PP	Spotlight Star.....PP	Ruth Mason.....PP	Spotlight Star.....PP	Ruth Mason.....PP	Spotlight Star.....PP	9.15
9.30	" "	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Storyland Theatre.....LS	9.30
9.55	" "	Local News.....LS	Local News.....LS	Local News.....LS	Local News.....LS	Local News.....LS	Local News.....LS	9.55
10.00	Episcopal Hour.....PS	Local News.....LC	Local News.....LC	Local News.....LC	Local News.....LC	Local News.....LC	Proudly We Hail.....PS	10.00
10.05	" "	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	" "	10.05
10.30	Tom Eaton—Sports.....LC	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....LS	10.30
10.45	Larry Chesky (Polish)....PP	" "	" "	" "	" "	" "	" "	10.45
11.00	" "	Bandstand.....LS	Bandstand.....LS	Bandstand.....LS	Bandstand.....LS	Your Social Security....PS	Bandstand.....LS	11.00
11.05	" "	" "	" "	" "	" "	Bandstand.....PP	" "	11.05
11.30	" "	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	11.30
11.45	Songs of Italy.....PP	Spotlight Star.....PP	Melody Time.....PP	Spotlight Star.....PP	Melody Time.....PP	Spotlight Star.....PP	Melody Time.....PP	11.45
12.00	" "	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	News.....LS	12.00
12.05	" "	New England News.....LS	New England News.....LS	New England News.....LS	New England News.....LS	New England News.....LS	New England News.....LS	12.05
12.10	" "	Westover News.....LS	Westover News.....LS	Westover News.....LS	Westover News.....LS	Westover News.....LS	Ted Dale.....PP	12.10
12.15	" "	World News.....PS	World News.....PS	World News.....PS	World News.....PS	World News.....PS	" "	12.15
12.20	" "	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	" "	12.20
12.30	Curtain Calls.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	All Their Powers.....PS	12.30
12.45	Greek Church.....PS	" "	" "	" "	" "	" "	" "	12.45
1.00	Cisco Kid.....LC	Vic Damone.....PP	Mindy Carson.....PP	Vic Damone.....PP	Mindy Carson.....PP	Vic Damone.....PP	People Speak.....PP	1.00
1.15	" "	Four Hits.....PP	Four Hits.....PP	Four Hits.....PP	Four Hits.....PP	Four Hits.....PP	" "	1.15
1.30	People Speak.....PP	Broadway Theatre.....LS	Broadway Theatre.....LS	Broadway Theatre.....LS	Broadway Theatre.....LS	Broadway Theatre.....LS	" "	1.30
1.45	" "	" "	" "	" "	" "	" "	" "	1.45
2.00	People Speak.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Music from America.....PP	2.00
2.15	" "	" "	" "	" "	" "	" "	" "	2.15
2.30	Serenade in Blue.....PS	" "	" "	" "	" "	" "	Phone Request.....PP	2.30
2.45	Stars Parade.....PS	" "	" "	" "	" "	" "	" "	2.45
3.00	Bob Crosby.....PS	Matinee Club.....PP	Matinee Club.....PP	Matinee Club.....PP	Matinee Club.....PP	Matinee Club.....PP	" "	3.00
3.15	Polish Airs.....LC	" "	" "	" "	" "	" "	" "	3.15
3.30	" "	" "	" "	" "	" "	" "	" "	3.30
3.45	Guest Star.....PS	" "	" "	" "	" "	" "	" "	3.45
4.00	Here's to Vets.....PS	" "	" "	" "	" "	" "	" "	4.00
4.15	Sunday Serenade.....LS	" "	" "	" "	" "	" "	" "	4.15
4.30	" "	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	" "	4.30
4.45	Polka Time.....LC	Calling Easthampton....PP	Calling Easthampton....PP	Calling Easthampton....PP	Calling Easthampton....PP	Calling Easthampton....PP	Serenade.....LS	4.45
5.15	Sign Off.	Sign Off.	Sign Off.	Sign Off.	Sign Off.	Sign Off.	Sign Off.	5.15
	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	

WEIM • FITCHBURG

MASSACHUSETTS

POWER ..... 1000 Watts
WAVE ..... 1280 Kilocycles
TIME ..... Eastern standard Time
OFFICE & STUDIO ..... 717 Main Street, Fitchburg, Mass.
TELEPHONE ..... Fitchburg 3-3766, 3-3767
AFFILIATION ..... Yankee Network-Mutual Broadcasting System
PERSONNEL ..... Pres. Henry G. Molina, Jr.; Stn. Mgr. Al Maffie; Com. Mgr. James W. Chalmers
REPRESENTATIVES .. Kettell-Carter; The Walker Representation Company

Established October 1941

Owned and Operated by WEIM Fitchburg, Inc.

Operating Schedule:

Weekdays: 6.30 a.m. to 12 Midnight

Sundays: 8.00 a.m. to 12 Midnight

GENERAL ADVERTISING: Rate Card No. 4 Effective January 1, 1951

CLASS "A"
6.00 p.m. to 10.30 p.m.

	1 ti.	52 ti.	104 ti.	156 ti.	250 ti.
1 hr.	100.00	95.00	90.00	85.00	75.00
30 min.	60.00	57.30	54.00	51.00	45.00
15 min.	40.00	38.00	36.00	34.00	30.00
5 min.	20.00	19.00	18.00	17.00	15.00
Ann.-Stn. Brk.	12.00	11.40	10.80	10.20	9.00

CLASS "B"
All Other Times

	1 ti.	52 ti.	104 ti.	156 ti.	250 ti.
1 hr.	60.00	57.00	54.00	51.00	45.00
30 min.	36.00	34.20	32.40	30.60	27.00
15 min.	24.00	22.80	21.60	20.40	18.00
5 min.	12.00	11.40	10.80	10.20	9.00
Ann.-Stn. Brk.	7.00	6.65	6.30	5.95	5.25

Time	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Time
6.30		Finnish Program PP	Finnish Program PP	Finnish Program PP	Finnish Program PP	Finnish Program PP	Finnish Program PP	6.30
6.45		Finnish Program PP	" "	" "	" "	" "	" "	6.45
6.55		World News LC	World News LC	World News LC	World News LC	World News LC	Windshield Wiper Song NT	6.55
7.00		Yankee Weatherman NS	Yankee Weatherman NS	Yankee Weatherman NS	Yankee Weatherman NS	Yankee Weatherman NS	Yankee Weatherman NS	7.00
7.05		Record Reveille PP	Record Reveille PP	Record Reveille PP	Record Reveille PP	Record Reveille PP	Record Reveille PP	7.05
7.25		Sports Roundup LS	Sports Roundup LS	Sports Roundup LS	Sports Roundup LS	Sports Roundup LS	Sports Roundup LS	7.25
7.30		Record Reveille PP	Record Reveille PP	Record Reveille PP	Record Reveille PP	Record Reveille PP	Record Reveille PP	7.30
7.45		" "					" "	7.45
7.50		World Digest NS	World Digest NS	World Digest NS	World Digest NS	World Digest NS	World Digest NS	7.50
7.55		Weather Forecast LC	Weather Forecast LC	Weather Forecast LC	Weather Forecast LC	Weather Forecast LC	Weather Forecast LC	7.55
8.00	Chapel in the Sky NS	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	8.00
8.10	" "	Local News LC	Local News LC	Local News LC	Local News LC	Local News LC	Local News LC	8.10
8.15	" "	Just for You LC	Just for You LC	Just for You LC	Just for You LC	Just for You LC	Just for You LC	8.15
8.30	Sacred Heart Program PS	Fashions in Music PP	Fashions in Music PP	Fashions in Music PP	Fashions in Music PP	Fashions in Music PP	Story Time LC	8.30
8.45	Yankee News NS	Morning Devotions LS	Morning Devotions LS	Morning Devotions LS	Morning Devotions LS	Morning Devotions LS	Weather Service NS	8.45
9.00	Sunday's Scrapbook	9 a.m. News NT	9 a.m. News NT	9 a.m. News NT	9 a.m. News NT	9 a.m. News NT	9 a.m. News NT	9.00
9.15	of Song RS	What's on the Shelf LC	What's on the Shelf LC	What's on the Shelf LC	What's on the Shelf LC	What's on the Shelf LC	Water Street Story LC	9.15
9.30	Back to God NT	For you Ladies PP	For you Ladies PP	For you Ladies PP	For you Ladies PP	For you Ladies PP	Star Time PP	9.30
10.00	Radio Bible Class NT	News LC	News LC	News LC	News LC	News LC	News LC	10.00
10.05	" "	Magic Kitchen LC	Magic Kitchen LC	Magic Kitchen LC	Magic Kitchen LC	Magic Kitchen LC	High School Highlights LS	10.05
10.15	" "	For You Ladies PP	For You Ladies PP	For You Ladies PP	For You Ladies PP	For You Ladies PP	Dave Rodman Show LC	10.15
10.30	Voice of Prophecy NT	The Musical Note LS	The Musical Note LS	The Musical Note LS	The Musical Note LS	The Musical Note LS	" "	10.30
10.55	" "	Ken Carson Sings NC	Ken Carson Sings NC	Ken Carson Sings NC	Ken Carson Sings NC	Ken Carson Sings NC	" "	10.55
11.00	Local Church Service PS	Ladies Fair NC	Ladies Fair NC	Ladies Fair NC	Ladies Fair NC	Ladies Fair NC	News LC	11.00
11.05	" "	" "	" "	" "	" "	" "	Dave Rodman Show LC	11.05
11.25	" "	News NC	News NC	News NC	News NC	News NC	" "	11.15
11.30	" "	Queen for a Day NC	Queen for a Day NC	Queen for a Day NC	Queen for a Day NC	Queen for a Day NC	" "	11.25
12.00	Charlton Concert LC	News LC	News LC	News LC	News LC	News LC	News LC	12.00
12.05	" "	Dinner Digest PP	Dinner Digest PP	Dinner Digest PP	Dinner Digest PP	Dinner Digest PP	Dinner Digest PP	12.05
12.15	" "	Curt Massey NC	Curt Massey NC	Curt Massey NC	Curt Massey NC	Curt Massey NC	Crosby Corner PP	12.15
12.30	Catholic Truth Period NS	Local, Regional News LC	Local, Regional News LC	Local, Regional News LC	Local, Regional News LC	Local, Regional News LC	Local, Regional News LC	12.30
12.40	" "	Waltz Time PP	R.D.F. 1280 LS	Waltz Time PP	R.D.F. 1280 LS	Waltz Time PP	R.F.D. 1280 LC	12.40
12.45	Frank and Ernest NT	Views of the News LS	" "	Views of the News LS	" "	Views of the News LS	" "	12.45
12.50	" "	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	Xavier Cugat PP	12.50
1.00	News, Vandeventer NC	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	1.00
1.10	" "	Around the Town LC	Around the Town LC	Around the Town LC	Around the Town LC	Around the Town LC	Around the Town LC	1.10
1.15	Health Quiz NC	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Draft Board Reports PS	1.15
1.30	Here's to Veterans PS	Show NS	Show NS	Show NS	Show NS	Show NS	Hoover Report PS	1.30
1.45	Plan for Survival PS	Cedric Foster NC	Cedric Foster NC	Cedric Foster NC	Cedric Foster NC	Cedric Foster NC	Symphonies for Youth NS	1.45
2.00	Yankee Network News NS	Family of Stars PP	Family of Stars PP	Family of Stars PP	Family of Stars PP	Family of Stars PP	" "	2.00
2.15	Bing Crosby NS	" "	" "	" "	" "	" "	" "	2.15
2.25	" "	News NC	News NC	News NC	News NC	News NC	Headline News NC	2.25
2.30	Bill Cunningham NS	Family of Stars PP	Family of Stars PP	Family of Stars PP	Family of Stars PP	Family of Stars PP	Mutual TBA NS	2.30
2.45	Health Quiz NC	" "	" "	" "	" "	" "	" "	2.45
3.00	Bandstand, U.S.A.	News LC	News LC	News LC	News LC	News LC	Bandstand, U.S.A.	3.00
3.05	(Celtics Basketball) NS	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	(Celtics Basketball) NS	3.05
3.25	" "	Headline News NC	Headline News NC	Headline News NC	Headline News NC	Headline News NC	Headline News NC	3.25
3.30	Airforce Hr. (Celtics Bask.) NS	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Sports Parade NS	3.30
4.00	Bobby Benson NS	News LC	News LC	News LC	News LC	News LC	Caribbean Crossroads NS	4.00
4.05	" "	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	Dave Rodman Show PP	" "	4.05
4.30	Under Arrest NS	" "	" "	" "	" "	" "	" "	4.30
4.45	" "	Vaughn Monroe Show PP	Vaughn Monroe Show PP	Vaughn Monroe Show PP	Vaughn Monroe Show PP	Vaughn Monroe Show PP	1280 Record Revue PP	4.45
5.00	The Shadow NS	Bobby Benson NS	Sgt. Preston of Yukon NC	1280 Record Revue PP	Sgt. Preston of Yukon NC	1280 Record Revue PP	Mutual TBA NS	5.00
5.15	" "	" "	" "	" "	" "	" "	" "	5.15
5.30	True Detective NC	Wild Bill Hickock NC	Sky King NC	Wild Bill Hickock NC	Sky King NC	Wild Bill Hickock NC	" "	5.30
5.55	" "	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	Capital Commentary NC	5.55
6.00	Musical Comedy Theatre NS	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	6.00
6.10	" "	Local News LC	Local News LC	Local News LC	Local News LC	Local News LC	Local News LC	6.10
6.15	" "	Speaking for Sports LC	Speaking for Sports LC	Speaking for Sports LC	Speaking for Sports LC	Speaking for Sports LC	Speaking for Sports LC	6.15
6.30	" "	Music PP	Music PP	Music PP	Music PP	Music PP	Music PP	6.30
6.45	" "	" "	" "	" "	" "	" "	" "	6.45
6.55	" "	World News LC	World News LC	World News LC	World News LC	World News LC	" "	6.55
7.00	Affairs of Peter Salem NS	Fulton Lewis, Jr. NT	Fulton Lewis, Jr. NT	Fulton Lewis, Jr. NT	Fulton Lewis, Jr. NT	Fulton Lewis, Jr. NT	Ave Maria Hour PS	7.00
7.15	" "	Water Street Story LC	Water Street Story LC	Water Street Story LC	Water Street Story LC	Water Street Story LC	" "	7.15
7.30	Little Symphonies NS	Gabriel Heatter NC	" "	" "	" "	Casual Comment LC	" "	7.25
7.45	" "	Mutual Newsreel NS	Mutual Newsreel NS	Mutual Newsreel NS	Mutual Newsreel NS	Mutual Newsreel NS	Comedy of Errors NS	7.30
7.55	" "	World News NC	World News NC	World News NC	World News NC	World News NC	" "	7.55
8.00	First Ch. Christ Scientist PS	Woman of the Year NS	The Black Museum NS	Magic of Music LC	Adventures of Casanova NS	Cliquot Club—	Twenty Questions NS	8.00
8.15	Serenade in Blue LS	" "	" "	" "	" "	Eskimo Show NC	" "	8.15
8.30	Enchanted Hour NS	Magic of Music LC	Magic of Music LC	Magic of Music (Celtics	Magic of Music—	Magic of Music—	Take a Number NS	8.30
8.45	Enchanted Hour NS	" "	" "	Basketball) NC	Celtics Basketball NC	Celtics Basketball NC	" "	8.45
8.55	" "	" "	Magic of Music LS	Magic of Music LS	Magic of Music LS	" "	" "	8.55
9.00	Joy of Living LC	Bill Henry & News NS	Bill Henry & News NS	Bill Henry & News NS	Bill Henry & News NS	Bill Henry & News NS	MGM Theatre of the Air NS	9.00
9.15	" "	Magic of Music LS	Magic of Music LS	Magic of Music—	Magic of Music—	Magic of Music LS	" "	9.15
9.30	John J. Anthony Hour NC	" "	" "	Celtics Basketball NC	Celtics Basketball NC	Adventures of Maisie NS	Lombardoland U.S.A. NS	9.30
9.45	" "	Community Reporter LC	Community Reporter LC	Community Reporter LC	Community Reporter LC	" "	" "	9.45
10.00	Oklahoma City Orch. NS	Magic of Music LC	Magic of Music PP	Magic of Music PP	Magic of Music PP	Community Reporter LC	Chicago Theatre of Air NS	10.00
10.15	" "	" "	" "	" "	" "	Magic of Music PP	" "	10.15
10.30	Dance Orchestra NS	" "	" "	" "	" "	" "	" "	10.30
10.45	" "	" "	" "	" "	" "	" "	" "	10.45
11.00	Yankee News NS	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NT	Yankee News NS	11.00
11.10	Musical Interlude NS	Local News LC	Local News LC	Local News LC	Local News LC	Local News LC	Local Dance Orchestra LC	11.10
11.15	Dance Orchestra NS	Sports Revue LS	Sports Revue LS	Sports Revue LS	Sports Revue LS	Sports Revue LS	" "	11.15
11.20	" "	Magic of Music PP	Magic of Music PP	Magic of Music PP	Magic of Music PP	Magic of Music PP	" "	11.20
11.30	" "	" "	" "	" "	" "	" "	Dance Orchestra NS	11.30
11.55	News & Sign Off NS	News & Sign Off NS	News & Sign Off NS	News & Sign Off NS	News & Sign Off NS	News & Sign Off NS	News & Sign Off NS	11.55

INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York
March 12, 1952

Miss Marilyn Moss, Manager
Station WCSR
Smith College
Northampton, Massachusetts
Dear Miss Moss:

Enclosed please find our check #3250 in the amount of $ 107.77, representing the net amount due your station for 100 one-minute spot announcements carried during the month of November for Time, Incorporated.

Cordially yours,

David W. Borst

David W. Borst
Operations Manager

Schenectady 5, New York
March 12, 1952

INTERCOLLEGIATE BROADCASTING SYSTEM

706 Sanders Avenue
Schenectady 2, New York

March 25, 1952

Miss Marilyn Moss, Manager
Station WCSR
Smith College
Northampton, Massachusetts

Dear Sir:

We wrote you on March 3 concerning a sponsor who was interested in a half-hour program over your station.

As matters now stand, this sponsor, the General Electric Company, has started with six IBS stations, as explained in the enclosed news release.

We are hopeful that in the fall the account will be renewed and expanded to include more stations. However, we cannot be sure which stations might be considered at that time.

Stations not listed on the IBS Rate Card are included in our sales efforts only when this is to the advantage of the stations which are listed. For instance, we would include such stations should a sponsor wish a large number of stations, or none at all, otherwise.

To have your station included in all of the Thomas F. Clark Company's sales efforts, you should take steps to have it listed on the Rate Card. Stations which are Members of IBS, or have applications for Membership pending, are the ones that we list.

We would like to correspond with you further about this.

Cordially,

David W. Borst

David W. Borst
Operations Manager
Intercollegiate Broadcasting System

WCSR

Pioneer
Broadcasting
System

Smith College

10½ Prospect Street
Northampton, Mass.

600 K. C.

August 27, 1952

Dear Anne,

I can't tell you how badly I felt to read your letter. I have the highest admiration for the Junior Class for choosing the best possible Sec/retary-Treasurer they could possibly have. And Helly Bryan has wonderful judgement in choosing the most capable worker I know to handle publicity for the Hamper. Still, I'm quite angry with both of them for stealing our best worker.

Believe me, I know how hard it is to keep up too many extra-curricular activities, and every now and then I have to remind myself that it really is the studying that we come to Smith for. If you think it's too much, I'll have to leave that up to you. But - I simply refuse to let you forget WCSR (not that you want to). Would you be willing to be Assistant Business Manager? I hope you'll say yes, for it won't be too much work.

Were we supposed to cancel our Western Union service for the summer? I imagine so, and it seems a shame that we have to pay so much. Or did you tell me that it would cost just about that much to have it taken out and re-installed?

Anne Williston has been over the station and says some bills and checks are waiting. I only hope the bills are smaller than the checks.

Glad you had such a wonderful summer, in spite of the mosquitoes. Can't wait to get back, can you? See you soon.

Sincerely,

Ruth

WCSR

Pioneer
Broadcasting
System

Smith College

10½ Prospect Street
Northampton, Mass.

600 K.C.

October 4, 1952

Doris Silbert
58 Paradise Road
N~rthampton, Massachusetts

Dear Miss Silbert,

In 1948, WCSR was organized to serve the students and faculty of Smith College. This year, as always, we are striving to present better radio to our listening audience. In order to utilize effectively our time on the air, in the interests of the college, we need your co-operation.

During the coming year you will undoubtedly have many department events whichwill be of interest to students and faculty. WCSR would like to publicize these on the air as a service to you. We will be glad to announce any lectures, concerts, or department bulletins.

In addition to these spot announcements, we can also provide time for special lectures orother faculty programs which you might like to present.

We would be most appreciative if you would contact Ruth Wolfff, Sessions House or Sandra Baron, Morris House if we can serve you in any way.

Sincerely,
Ruth Wolff
Ruth Wolff
Station Manager

RW:JJB

Smith College
Archives

80.
Radio
Corr

WCSR
600 KC
THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700—Extension 512

November 7, 1952

Federal Bake Shop
140 Main Street
Northampton, Massachusetts

Dear Sir:

According to our contract with you for advertising on WCSR, you arranged to have a series of spot announcements for each week that you were featuring a one-cent cookie sale. This amounts to a total of seven weeks, from November to May, making a total of $105.

Would you prefer to be individually billed for each weeks' series of announcements, as I am doing now, or do you prefer being billed for the total of $105 at the end of the year ?

Yours truly,
Marianne Mosbacher
Marianne Mosbacher
Business Manager
Station WCSR

Please bill individually for each week's series and please call me at the end of each month so you may know what week of the month cookie week will be.

Phone # is 1750

Yours truly,
Charles L. Cetto
Mgr.

INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, N. Y.
November 16, 1952

Miss Ruth Rehrer Wolff, Manager
WCSR
10½ Prospect Street
Northampton, Mass.

Dear Miss Wolff:

I was pleased to receive your letter of November 10 containing its cordial invitation for a representative of IBS to visit WCSR. I agree that a conversation face to face concerning matters of mutual interest to WCSR and IBS would undoubtedly be very enlightening to both parties. We have always regretted that WCSR did not choose to remain in IBS after it joined the System when the station was in the planning stages.

I enclose an up to date list of our personnel, and you will note that we do not have a large organization of field representatives. We are fortunate, however, in having the Business Manager and Treasurer of IBS, Mr. James R. Wylie, located at the University of Connecticut. Mr. Wylie has been associated with IBS for a number of years and is thoroughly familiar with the matters which would be of interest to WCSR.

I am sending a copy of this letter to Mr. Wylie and thereby suggesting to him that he try to arrange a visit to your station in the near future. It is unlikely that he will be able to do this before the 21st, but it is my hope that such a visit can be worked in between the dates of December 13 - 18 as you suggest.

Thank you very much for writing us. I am sure you will be interested in what you learn from Mr. Wylie.

Cordially,
David W. Borst
David W. Borst
Operations Manager

DWB:htb
cc
Enc.

INTERCOLLEGIATE BROADCASTING SYSTEM
NATIONAL OFFICERS AND STAFF

National Officers: George Abraham, President
2808 Erie Street, S.E., Washington 20, D.C.

David W. Borst, Operations Manager
706 Sanders Ave., Schenectady 2, New York

Allen I. Perlin, Acting Engineering Director
R&C, ET, Naval Air Test Center, Patuxent River, Md.

Richard H. Crompton, Station Relations Manager
Box 99, WMUC, U. of Maryland, College Park, Md.

Howard C. Hansen, Program Manager
MacMurray College, Jacksonville, Ill.

Walter Hofer, Sales Manager
1010 Ocean Parkway, Brooklyn 30, N.Y.

James R. Wylie, Business Manager
Intercollegiate Broadcasting System, Storrs, Conn.

E. E. Roberts, Public Relations Director
97 Highland Ave., Bethany, West Virginia

Edward McClarty, Regions Coordinator
Modesto Junior College, Modesto, California

Directors: John C. Crabbe, Director of Radio
College of the Pacific, Stockton, California

Roy J. Flynn, Director of Radio
Florida State University, Tallahassee, Florida

John B. Roberts, Director of Radio
Temple University, Philadelphia 22, Pa.

Staff:

Executive
Vail W. Pischke
General Counsel
William W. Youden
FCC Docket 9288D

Public Relations
Bruce Hertel
Editor, IBS Bulletin
Olivia Stuart, Assist.

Public Relations Bureau
Charles F. Dunn, Head
Stephen J. Curry
Jack Zusman

Operations
Donald C. Brate, Assistant

Program
Peter Kenen
UN Review
Tak Kako
UN Review
Berwyn Collentine
David Mackey
Charles Paterson

Advertising and Promotion
Richard E. Pittenger

Sales Direction Committee
Walter Hofer, Charles F. Dunn, Tak Kako,
Richard Eyman, Robert D. Stuart

National Advertising Representative: Thomas F. Clark Co., Inc.
205-217 E. 42nd. St., N.Y. 17, N.Y.

I 272Q - 11/1/52 NOTE: Regional Directors are listed on form I 263.

INTERCOLLEGIATE
BROADCASTING
SYSTEM

STORRS, CONNECTICUT

THE TREASURER

22 November 1952

Ruth Rehrer Wolff, Manager
W C S R
10.5 Prospect Street
Northampton, Massachusetts

Dear Miss Wolff:

Our Operations Department in Schenectady has notified me of your kind invitation to have a representative of the System visit the Smith campus and meet with members of the WCSR staff to discuss matters of mutual interest.

I should be happy to call at some convenient date to explain the relation of IBS aims and activities to the member stations, and to confer on any other matters you may suggest. The afternoon and evening of Friday and Saturday are most often free for out of town trips, but if another day is better suited to your schedule, please don't hesitate to mention it.

Mr. Borst has mentioned the period 13-18 December, and I hope that we may be able to get together then, or at an earlier date, if possible.

Cordially,

James R. Wylie

JRW:whc

James R. Wylie

SMITH COLLEGE
NORTHAMPTON, MASSACHUSETTS
OFFICE OF THE SUPERINTENDENT

November 20, 1952

Miss Ruth Wolff
Sessions House
Smith College
Northampton, Mass.

Dear Miss Wolff:

Our estimate for running 750' of #14 wire in our existing underground conduits, as suggested by Mr. Albert King, is FORTY-TWO DOLLARS ($42.00). We would suggest that while we are pulling in one wire it might be wise to pull in a second at an additional cost of SEVEN DOLLARS and FIFTY CENTS ($7.50).

If you decide to go ahead with this work we could do it very promptly. If this experiment is not satisfactory we will later give you estimates on other requests.

Very truly yours,

Geo W. King

George W. King
Superintendent

GWK/mck